

How to Self-Promote Your Writing from Home

Online Video Presentation by C. Hope Clark

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101 Best Websites for Writers for the past 15 years.

Let's say you have a book almost ready for publication, which means you ought to have your promotion laid out and ready to go. Promotion planning happens before you publish, not after. But we cannot all travel the country and afford the motels, flights, gas, and meals in an attempt to make our books known.

- Cost
- Time
- Other jobs / income demands
- Family responsibilities
- Questionable results
- Readers are more online, downloading, ordering from Amazon
- Readers share word-of-mouth via texts and social media now

So, what are the options to traveling to bookstores, fairs, conferences and events? What can we do when we can't do face-to-face marketing?

First of all, let's start not with *where you promote* but how you get started *mentally*.

- Work it daily.
- Make a plan well in advance of publication.
- Keep a calendar ready – for plans and deadlines and opportunities that pop up.
- Decide when you'll promote.
- Commit clearly to your family, friends, and self that this is important.
- Commit for the long haul.
- Few people make much money on one book – even two or three.
- Always have another project in the making. Readers will ask.

Secondly, decide what you are marketing.

- The books that are out
- The books in the past
- Say little about books in the future unless they are written and scheduled
- The author as a writer
- The author as a person (animals, sports, outdoors, charities, hobbies, etc.)
- Integrity, honesty, humor, credibility
- Knowledge and expertise

- But first and foremost you're earning a fan, not selling a book.

Now that your mindset is there, where do you start promoting?

- 1) Most importantly, saturate the local area.
 - Make a list of who you know – personal, work, social
 - Give them postcards or request they mention your book
 - Have them host a book party
 - Consider street teams – key people who spread postcards and collect fans for your newsletter or collect reviews for your book – think rewards for them
 - Make of list of where you do business and approach them
 - Contact your library(ies) for speaking opportunities
 - Contact charities to speak at events
 - Contact service organizations (Rotary, Lion's, Shriners, etc) to speak
 - Contact churches – what groups meet at the church
 - Contact schools – book fairs, career day, how to write appearances
 - Contact bookstores or stores that carry books – post on consignment
 - Advertise in the newspaper, in business or school newsletters
 - Contact local radio
 - Contact local book clubs
 - Write articles for the local newsletter or local magazines
 - Appear at fairs or festivals
 - Join the Chamber of Commerce
 - Never go anywhere without 3-4 books, biz cards, postcards.
- 2) Establish a home base with a website / blog with books for sale.
- 3) Create a newsletter from emails you've collected on your website / blog.
- 4) Set up how often you'll update the website / blog and send out newsletter.
- 5) Create your site at Amazon's Author Central – it's free (see mine at <http://www.amazon.com/C.-Hope-Clark/e/B007OVLE76>)
- 6) Establish a Facebook account, personal or fan page, and keep it professional.
- 7) Establish one other social media – Twitter, Pinterest, Instagram, SnapChat.
- 8) Establish your Goodreads account and author page.
- 9) Follow blogs that accent what you do and what you've published. Leave thoughtful, intelligent comments.
- 10) Offer to guest post on these other blogs.
- 11) Pitch articles to magazines that have a connection to your book (locale, food, genre, hobby, employment, alumni, author's interests)
- 12) Join professional organizations.

What items do you promote with?

- Postcards – book cover front, jacket blurb on back (Vistaprint.com)
- Business cards (suggest Moo.com)
- Poster or banner
- Magnet on your car (Vistaprint.com)
- Be careful not to overdo.
- Determine what you need based upon the venue.

How do you start a newsletter?

- www.MailChimp.com
- www.Aweber.com
- www.ConstantContact.com
- www.MyEmma.com
- www.GetResponse.com
- www.MadMimi.com
- You need to use html and make it pretty.
- You can use your blog for a while if you have www.Feedburner.com or an automatic mailing mechanism like one MailChimp.com or Aweber.com can provide, attached to the blog so it shoots out like a newsletter.
- Or you can just email a nice newsletter until you have enough fans, but make sure you BCC (blind copy) all their email addresses in the email so they don't feel like you're blasting their email address.

Where can you advertise?

- Local newspaper
- Local businesses
- Chamber of Commerce
- Other people's websites / blogs
- Facebook ads
- Facebook book/writer/reader/genre groups
- www.BookBub.com
- Ebook sale sites – think hard about when and how long to advertise your book for free, and don't do it unless you have a second book you're pushing behind it. Some will charge, none as much as BookBub, but remember that you often get what you pay for.
<http://www.indiesunlimited.com/book-promo-sites/>
<http://kindlepreneur.com/list-sites-promote-free-amazon-books/>
<http://www.andrew-butcher.com/100-websites-for-kdp-select-free-days---submit-your-ebook.html>
<http://www.selfpublishingreview.com/2015/02/35-alternatives-to-bookbub/>

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